## **ABSTRACT**

Exposure to polarized UV rays in liquid crystal display device fabrication realizes well-controlled liquid crystal orientation and stable and uniform pre-tilt angle expression in the devices fabricated. A UV-reactive film for liquid crystal orientation is formed on at least one transparent substrate for a liquid crystal cell, then polarized UV rays are applied to the film on the substrate that is aligned parallel to a reference plane, for controlled liquid crystal orientation, and the substrate having thereon the exposed film is rotated on the reference plane and is thereafter again exposed to polarized UV rays for pre-tilt angle expression.